Hey there,

Thanks for downloading this report!

Did you know that Web Push Notification is fast becoming an alternative for mobile push and emails? Have your doubts? This ebook, which contains authentic insights on opt-ins and utilization of this channel, will clear your uncertainties.

Web Push is an underdog in the world of marketing automation. Though it's not a 'new kid on the block', most Marketers have yet to figure out its full potential and put it to a good use.

This report highlights the hidden potency of Web Push Notifications. With data-backed stats, we've covered the entire spectrum of this competent channel that ranges from opt-in to engagement to copy analysis. We've also provided the Industry-wise performance of Web Push for the following sectors:

- Classified
- Ecommerce
- Education
- Financial Services
- Others (Content/Blog, Media & Entertainment, B2B, Healthcare)
- Travel

We are confident that this report will be your guiding light towards creating a successful marketing campaign powered by Web Push Notifications.
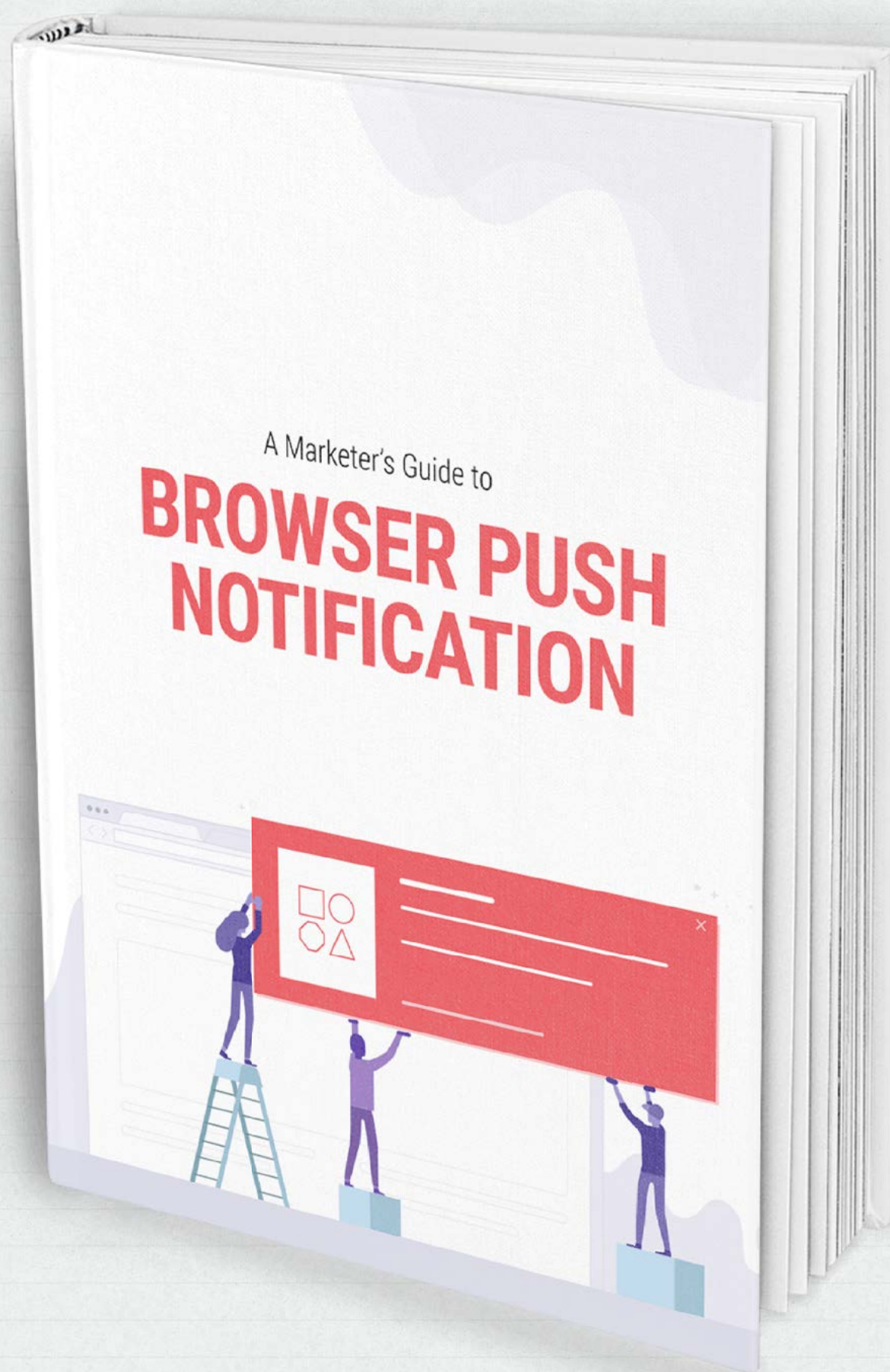
Happy reading & happy learning!

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THEN DOWNLOAD THIS FREE EBOOK

A MARKETER'S GUIDE TO BROWSER PUSH NOTIFICATION

A Marketer's Guide to

BROWSER PUSH NOTIFICATION
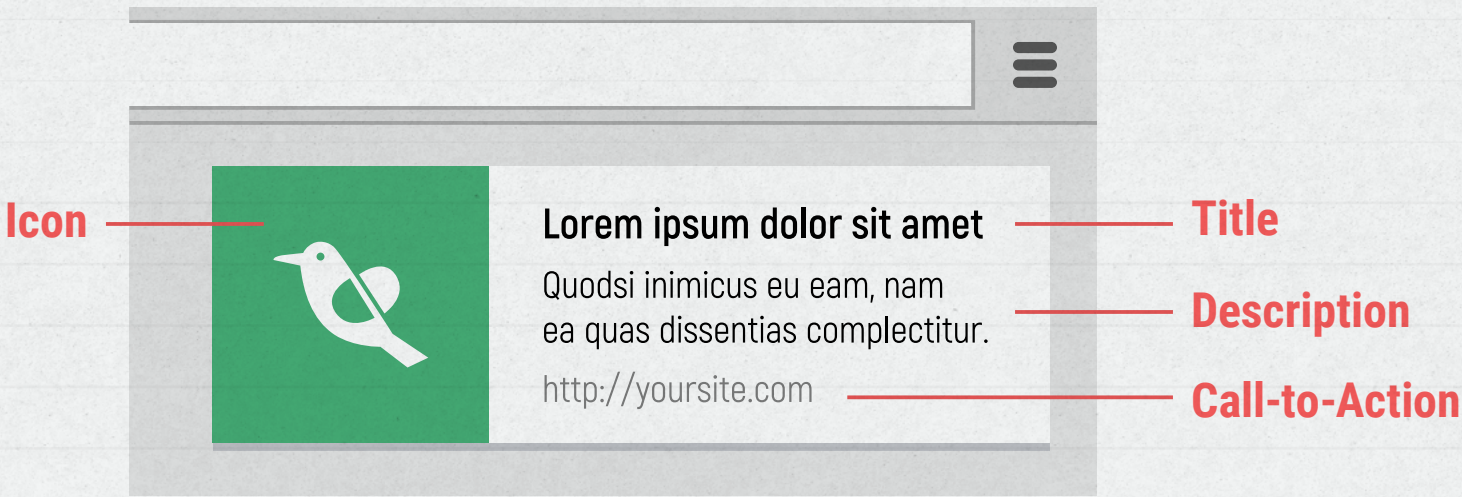
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WEB PUSH NOTIFICATION 101

Definition

A Web Push Notification (a.k.a. Browser Push Notification) is an engagement channel which enables you to interact with customers, who have opted-in, with personalized and relevant content in the form of timely updates over a web app.

ANATOMY OF A WEB PUSH

Icon

Lorem ipsum dolor sit amet — Title

Quodsi inimicus eu eam, nam ea quas dissentias complectitur. — Description

http://yoursite.com — Call-to-Action

A web push works on a **Desktop, Mobile** and **Tablet** for the following browsers:

Operating System	Android	iOS	Mac OS	Windows
Browsers	Chrome for Mobile, Firefox, Microsoft Edge, Opera, Samsung Internet	No Browser support	Chrome, Firefox, Safari, Opera, Yandex	Chrome, Firefox, Microsoft Edge, Opera, Yandex

AFTER ANALYZING THE
WEB PUSH ENGAGEMENT OF

243 LARGE
CONSUMER BRANDS,

10,863 MARKETING
CAMPAIGNS,

AND **2 BILLION**
WEB PUSH NOTIFICATIONS,

WE HAVE THE FOLLOWING
INSIGHTS FOR YOU

TL;DR

WEB PUSH PROMPT & OPT-IN

	CLASSIFIED	ECOMMERCE	EDUCATION	FINANCE	OTHERS	TRAVEL
Avg Opt-in Rate	5.70%	5.00%	7.40%	13.80%	5.30%	8.40%
Best Time	8:00 AM	8:00 PM	8:00 PM	12:00 AM	8:00 PM	7:00 PM
Best Device	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile
Best Browser	Chrome	Chrome	Chrome	Chrome	Chrome-Mobile	Chrome
Best Type of Opt-in Prompt	Single	Single	Single	Single	Single	Single

WEB PUSH ENGAGEMENT

	CLASSIFIED	ECOMMERCE	EDUCATION	FINANCE	OTHERS	TRAVEL
Avg CTR	5.86%	3.26%	4.08%	4.03%	4.73%	2.53%
Best Time	1:00 AM	11:00 PM	11:00 PM	1:00 AM	12:00 AM	11:00 PM
Best Device	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile
Best Browser	Others	Firefox	Others	Others	Android	Others
Best Type of Campaign	Journey	Journey	Journey	Journey	Journey	Journey

TL;DR

WEB PUSH COPY	
	Best Type of Copy
CLASSIFIED	Personalized
ECOMMERCE	Personalized
EDUCATION	Personalized
FINANCE	Personalized
OTHERS	Personalized
TRAVEL	Personalized

WEB PUSH vs OTHER CHANNELS	
	Best Engagement Channel
CLASSIFIED	In-App
ECOMMERCE	Push
EDUCATION	Push
FINANCE	In-App
OTHERS	Push
TRAVEL	In-App

1. WEB PUSH PROMPTS & OPT-INS

IN THIS SECTION

Wondering why prompts & opt-ins deserve a section in this ebook? Because you cannot send a web push without taking an explicit permission, taken via Prompt, from your users. If the user opts-in, you can send unlimited notifications without needing him/her to be present on the web-app.

Sending an Opt-in Prompt is not a rocket science. But sending one using a right approach at the right time through a right device on the right browser can guarantee impressive Opt-in Rate. In this section, we'll decode what time, browser or type of opt-in can work the best for your respective industry.

TERMINOLOGY

- **Web Push Prompt:** a notification sent to ask permission to enable web push services

- **Opt-In:** when the user accepts the permission send him/her web push notifications by clicking on 'Allow'.

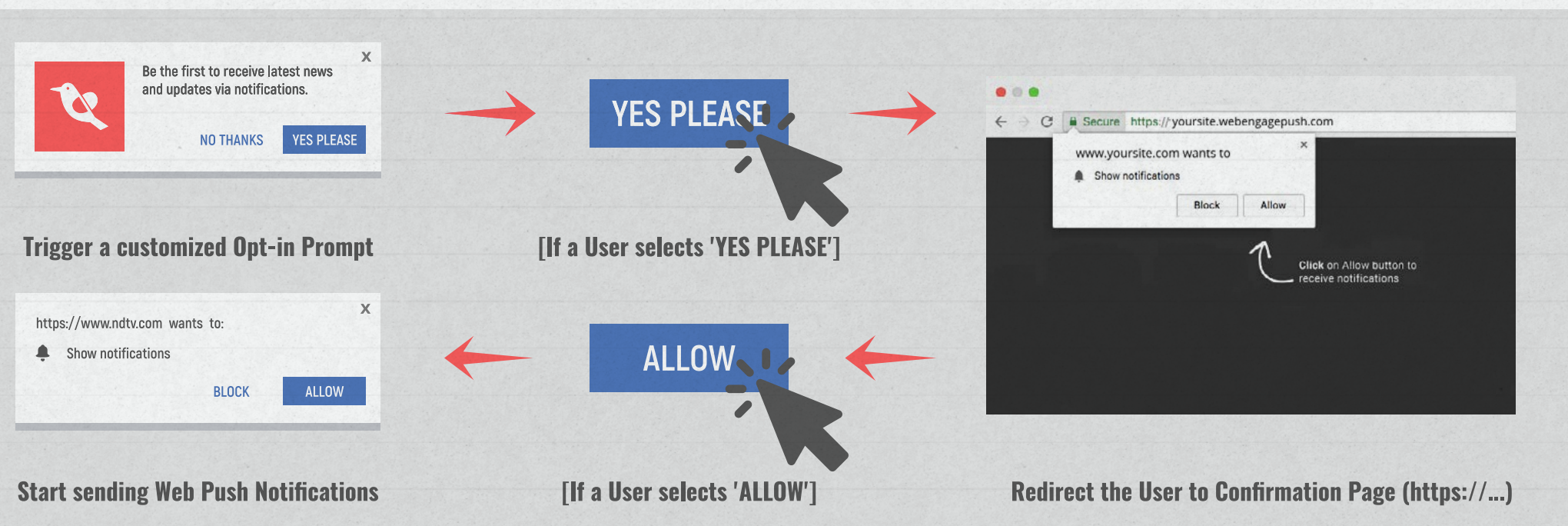There are TWO ways you can seek permission from your users:

A. SINGLE OPT-IN PROMPT

This one-step opt-in process can ONLY be implemented by a HTTPS domain (example: https://yoursite.com). This is because a service worker can only work on a secured domain.

Trigger an Opt-in Prompt   **[If a User selects "Allow"]**   **Start sending Web Push Notifications**
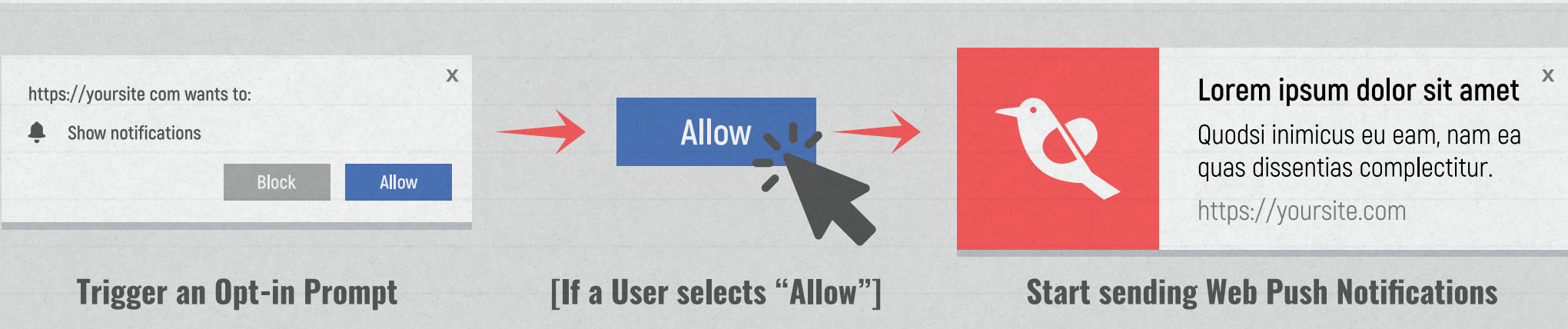
B. DOUBLE OPT-IN PROMPT

This two-step process is a hack for HTTP domains. They can send web push notifications via a third party service provider such as WebEngage. This provider creates a subdomain (example: https://yoursite.webengagepush.com), which is used to send the web push.
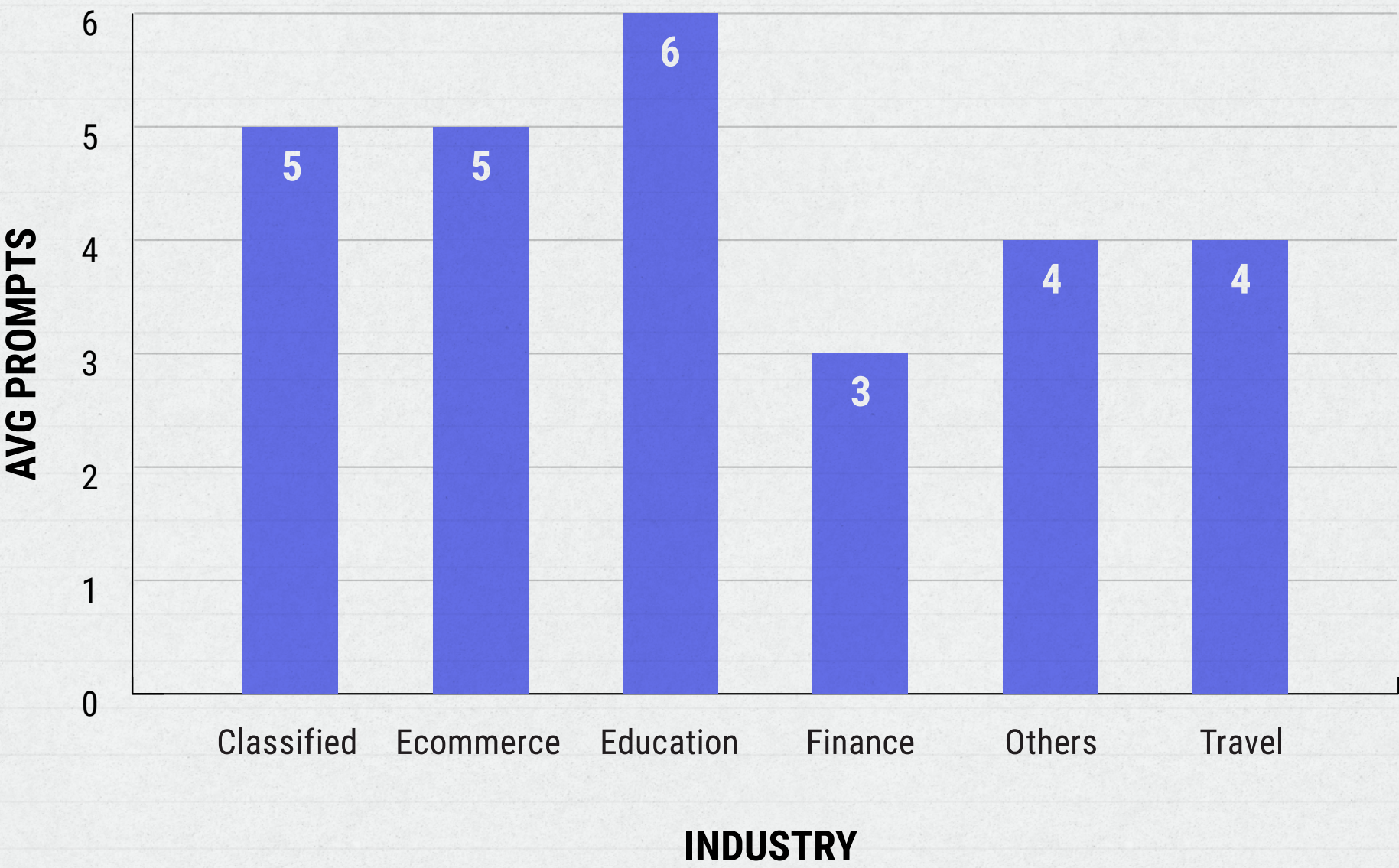

Trigger a customized Opt-in Prompt   **[If a User selects 'YES PLEASE']**   **Redirect the User to Confirmation Page (https://...)**

Start sending Web Push Notifications   **[If a User selects 'ALLOW']**

1 NUMBER OF PROMPTS FOR AN OPT-IN

On an average, **95%** users opted-in to the web push service within the first **4 Prompts**.

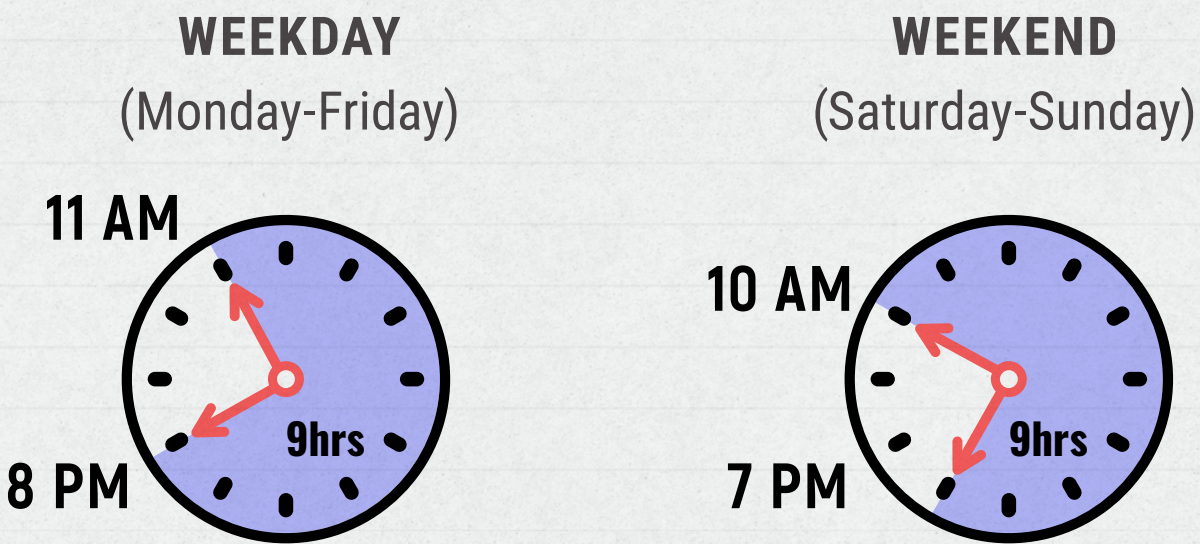## NUMBER OF PROMPTS TO OPT-IN 95% OF USERS PER INDUSTRY

Source: WebEngage (2018)

*Other Industry: Content/Blog; Media & OTT; B2B; Healthcare

2 TIME PERFORMANCE

High Opt-In Rate was observed between **11:00 AM - 8:00 PM on Weekdays** & **10:00 AM - 7:00 PM on Weekends.**

WEEKDAY
(Monday-Friday)

11 AM

9hrs

8 PM

WEEKEND
(Saturday-Sunday)

10 AM

9hrs

7 PM

INDUSTRY-WISE BEST HOUR OF THE DAY

INDUSTRY	AVG OPT-IN RATE (%)	HIGHEST OPT-IN RATE (%)	BEST TIME
Classified	5.7	8	8:00 AM
Ecommerce	5	11	8:00 PM
Education	7.4	15.3	8:00 PM
Finance	13.8	27	12:00 AM
Others	5.3	12.2	8:00 PM
Travel	8.4	12.3	7:00 PM

Source: WebEngage (2018)

WebEngage

3 DEVICE PERFORMANCE

Mobile Users were more likely to opt-in for web push services than Tablet Users and Desktop Users.

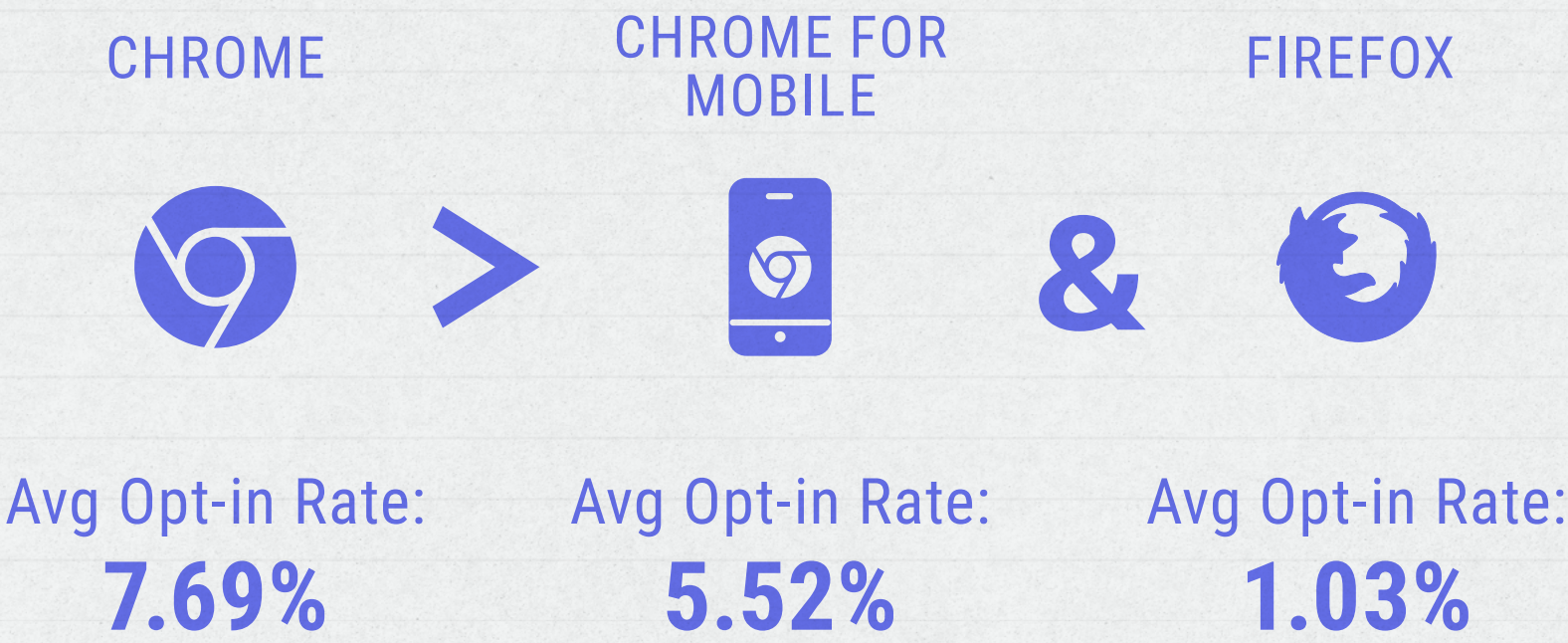| DESKTOP		TABLET		MOBILE
Avg Opt-in Rate:	<	Avg Opt-in Rate:	<	Avg Opt-in Rate:
4.27%		**6.46%**		**8.51%**
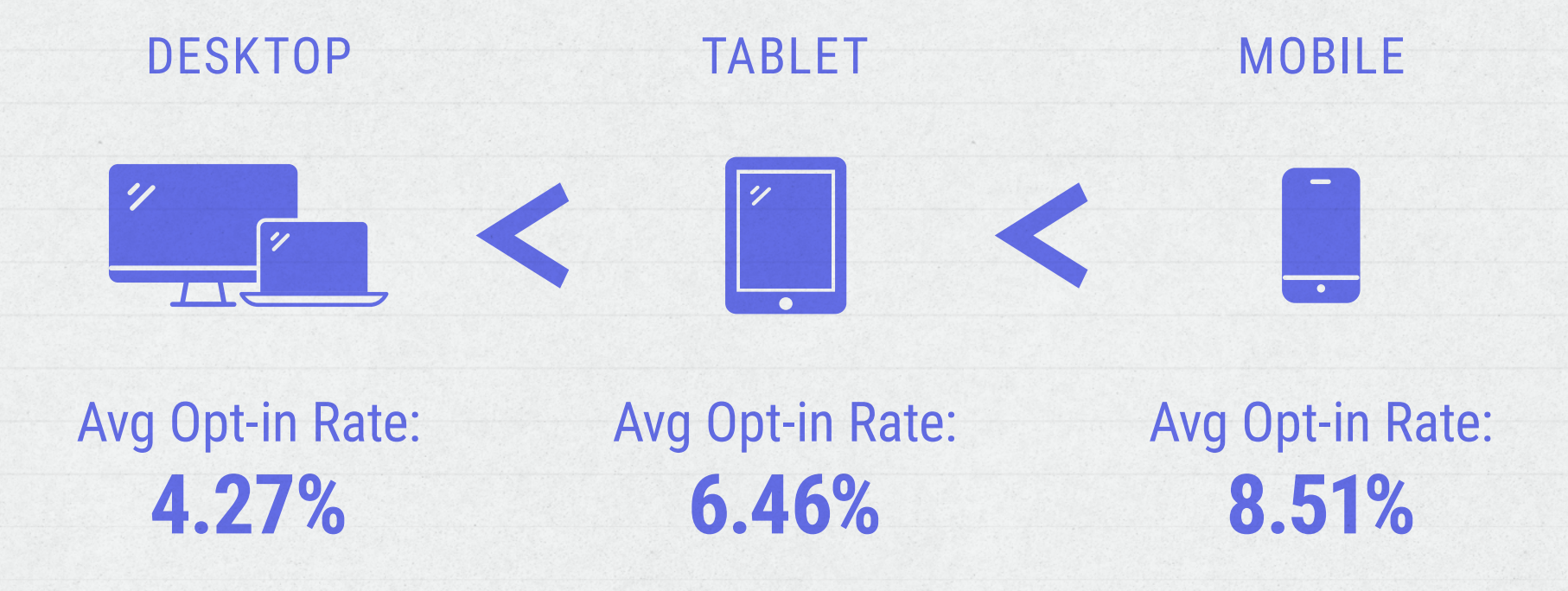
INDUSTRY-WISE DEVICE PERFORMANCE

INDUSTRY	MOBILE (Avg Opt-in Rate%)	TABLET (Avg Opt-in Rate%)	DESKTOP (Avg Opt-in Rate%)
Classified	7.52	6.31	2.56
Ecommerce	6.02	3.87	2.01
Education	9.72	7.92	4.86
Finance	17.88	16.53	7.08
Others	6.54	5.24	3.11
Travel	12.07	11.01	5.94

Source: WebEngage (2018)

4 BROWSER PERFORMANCE

Chrome Users are more likely to opt-in than Chrome for Mobile Users and Firefox Users.

CHROME		CHROME FOR MOBILE		FIREFOX
	>		&	

CHROME — Avg Opt-in Rate: **7.69%**

CHROME FOR MOBILE — Avg Opt-in Rate: **5.52%**

FIREFOX — Avg Opt-in Rate: **1.03%**

INDUSTRY-WISE BROWSER PERFORMANCE

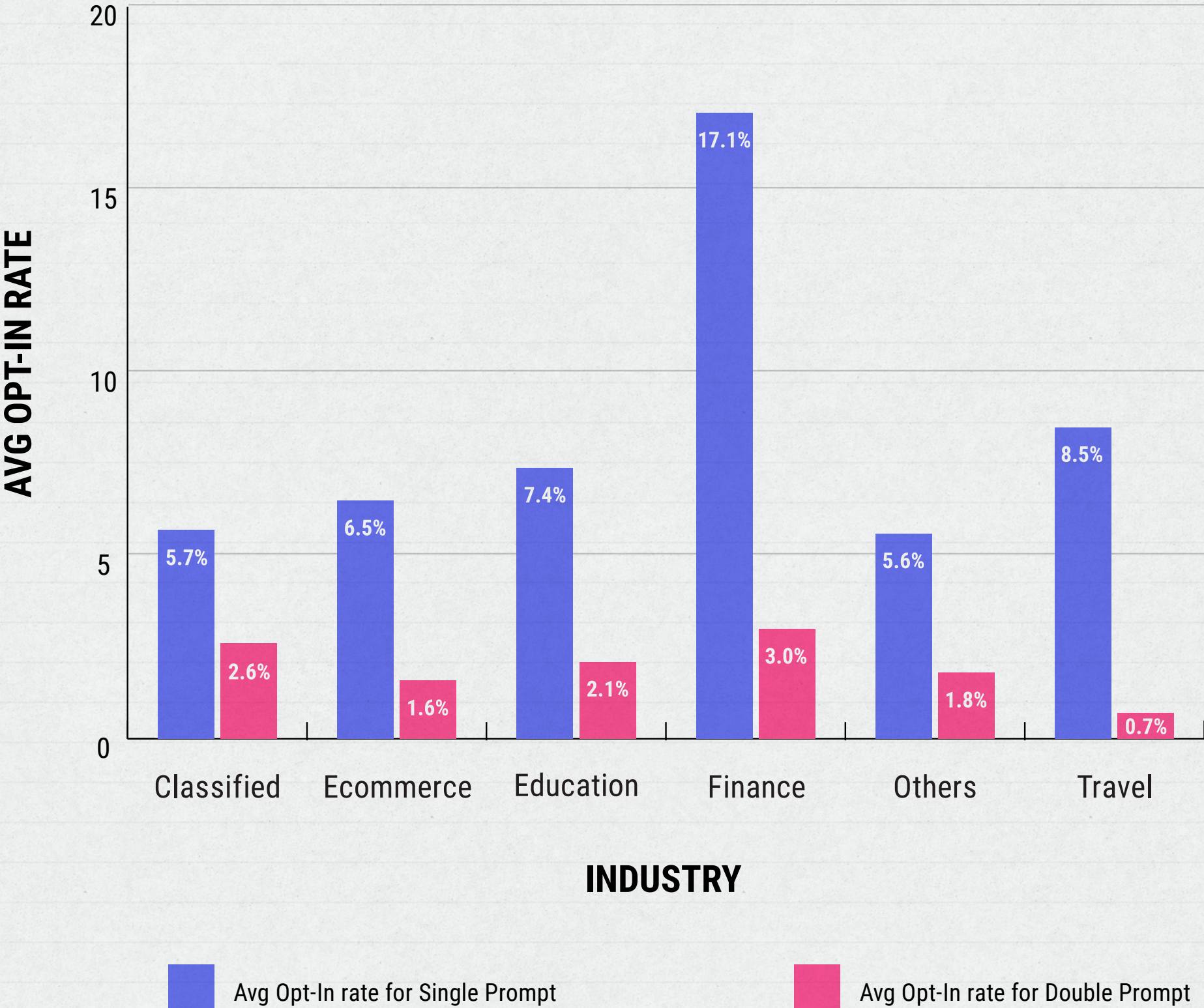| INDUSTRY	CHROME (Avg Opt-in Rate%)	CHROME-MOBILE (Avg Opt-in Rate%)	FIREFOX (Avg Opt-in Rate%)
Classified	7.15	4.87	0.63
Ecommerce	5.42	4.30	0.77
Education	8.31	6.54	1.41
Finance	14.73	13.19	2.88
Others	2.55	5.93	0.82
Travel	9.36	7.18	1.52

Source: WebEngage (2018)

5 PERFORMANCE BY TYPE OF OPT-IN

Single Opt-In Prompts performed better than Double Opt-In Prompts.

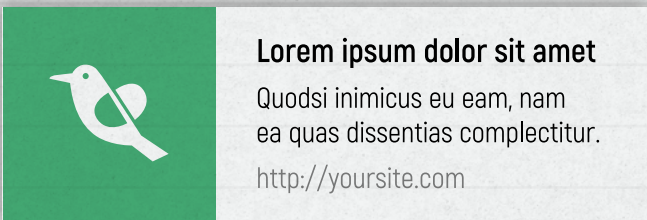## PERFORMANCE OF SINGLE OPT-IN PROMPT VS DOUBLE OPT-IN PROMPT

Bar chart — AVG OPT-IN RATE by INDUSTRY:

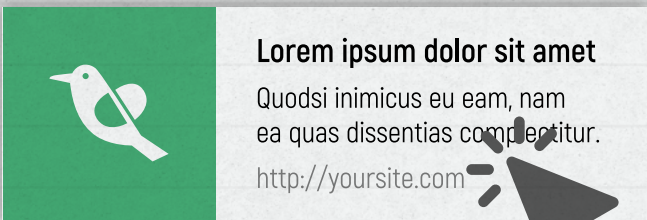| Industry	Avg Opt-In rate for Single Prompt	Avg Opt-In rate for Double Prompt
Classified	5.7%	2.6%
Ecommerce	6.5%	1.6%
Education	7.4%	2.1%
Finance	17.1%	3.0%
Others	5.6%	1.8%
Travel	8.5%	0.7%

Source: WebEngage (2018)
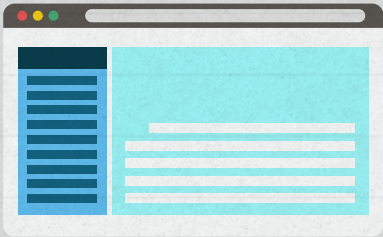
2. WEB PUSH ENGAGEMENT

IN THIS SECTION

Engaging with a web push is similar to engaging with a mobile push. The notification slides from the top-right corner of the desktop and/or appears on the notification panel of a mobile device. And the user, on click, is redirected to the landing page.

Lorem ipsum dolor sit amet
Quodsi inimicus eu eam, nam ea quas dissentias complectitur.
http://yoursite.com

Send a Web Push Notification

Lorem ipsum dolor sit amet
Quodsi inimicus eu eam, nam ea quas dissentias complectitur.
http://yoursite.com

User clicks on the Notification

User is redirected to the Landing Page

To ensure that your web push garners excellent engagement, make sure everything from the time of sending the web push to the choice of browser is on point. Besides, a well-timed web push triggered at the opportune moment in a customers journey can do wonders for your campaign.

Still confused? Then you must not miss this section.

BONUS TIP: Want to ensure a healthy engagement rate? Before sending a web push, address these questions:

?			
Why send?	**Who to send?**	**What to send?**	**When to send?**
Based on the use-case Example: Customer engagement, retargeting, recover cart, abandonment etc.	-Everyone -Segment	-Transactional update -Discounts and promotion -Personalized/ Non-Personalized	-One-time Blast -Recurring Campaign -Triggered (Journey)

WebEngage

1 TIME PERFORMANCE

According to our research, highest Click Through Rate (CTR) was recorded between **11:00 PM - 1:00 AM.**

11 PM   1 AM

2hrs

INDUSTRY-WISE GOLDEN HOURS

INDUSTRY	Avg CTR (%)	Highest CTR (%)	Best Hour
Classified	5.86	13.69	1:00 AM
Ecommerce	3.26	34.25	11:00 PM
Education	4.08	9.22	11:00 PM
Finance	4.03	7.38	1:00 AM
Others	4.73	7.96	12:00 AM
Travel	2.53	7.1	11:00 PM

Source: WebEngage (2018)

2 DEVICE PERFORMANCE

Web Push Notifications sent on **Mobile** had better CTR than the ones sent on Desktop or Tablet.

DESKTOP	TABLET	MOBILE
Avg CTR: **3.82%**	Avg CTR: **5.28%**	Avg CTR: **6.76%**
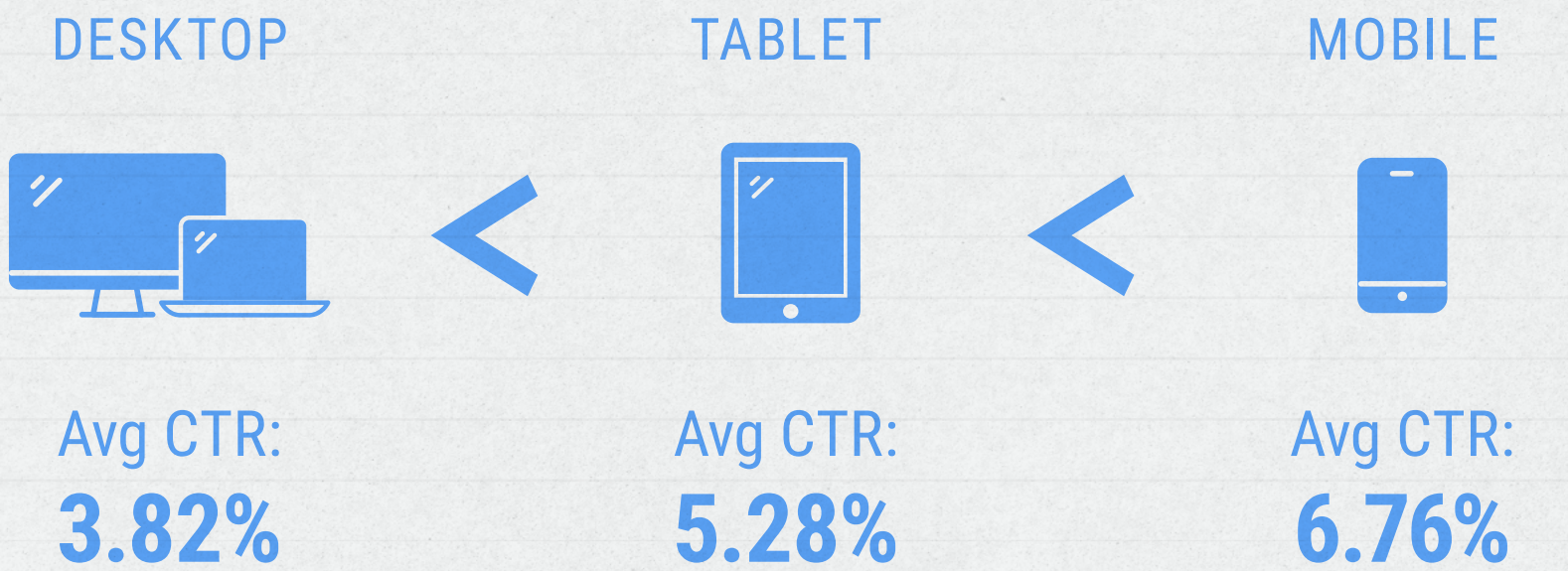
INDUSTRY-WISE DEVICE PERFORMANCE

INDUSTRY	MOBILE (Avg CTR %)	TABLET (Avg CTR %)	DESKTOP (Avg CTR %)
Classified	7.50	7.32	4.13
Ecommerce	12.62	10.10	7.98
Education	5.40	4.18	4.89
Finance	5.99	5.57	3.04
Others	8.71	6.36	3.60
Travel	10.87	9.66	3.87

Source: WebEngage (2018)

WebEngage

3 BROWSER PERFORMANCE

Among all the browsers, Web Push Notifications sent on **Chrome for Mobile** had better Avg CTR.

Chrome for Mobile	Opera	Others	Chrome	Firefox
3.91%	3.87%	3.52%	3.00%	2.11%

INDUSTRY-WISE BROWSER PERFORMANCE

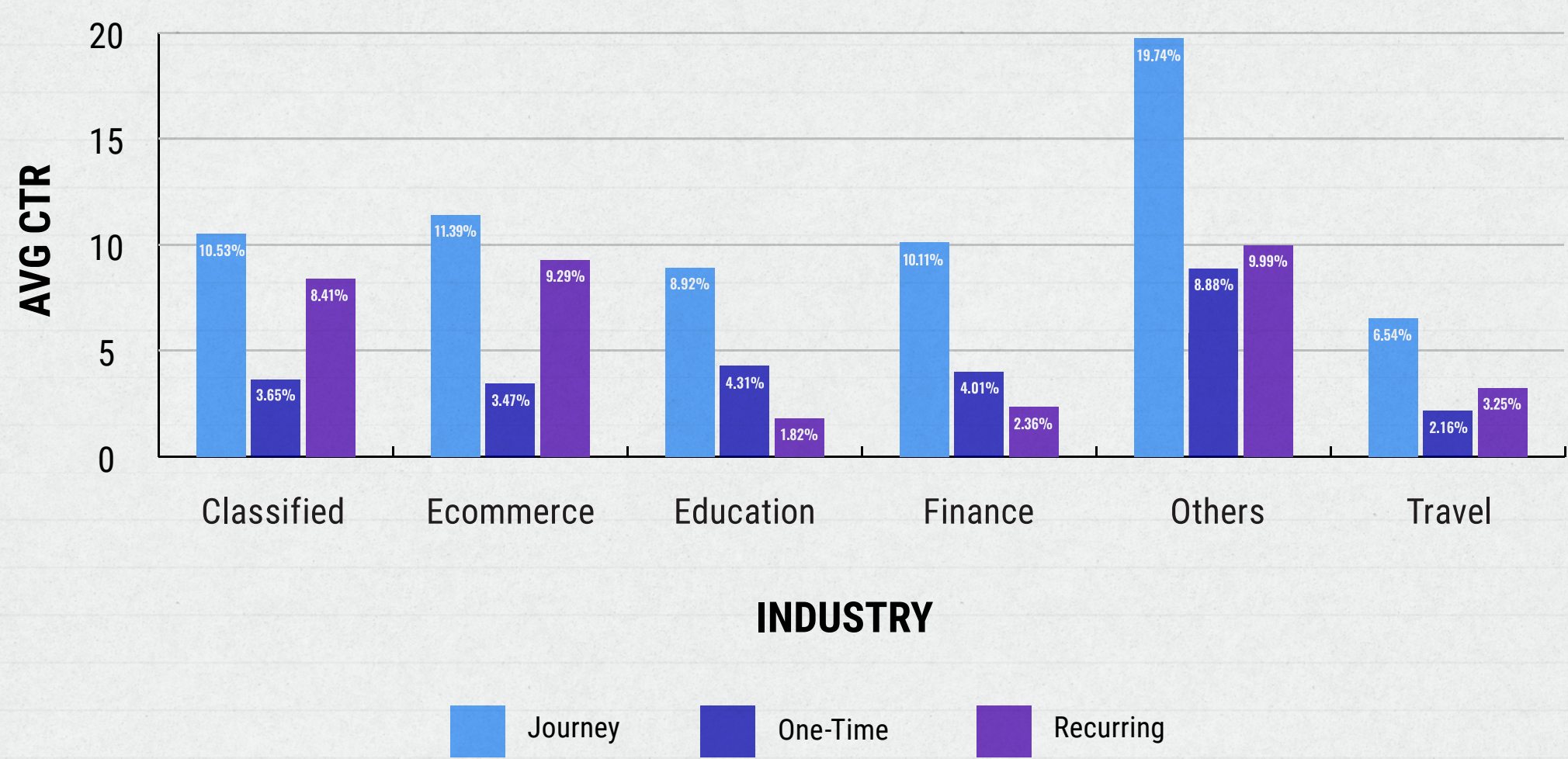| INDUSTRY	CHROME FOR MOBILE (Avg CTR %)	OPERA (Avg CTR %)	*OTHER BROWSERS (Avg CTR %)	CHROME (Avg CTR %)	FIREFOX (Avg CTR %)
Classified	5.18%	4.52%	11.75%	3.68%	3.62%
Ecommerce	4.68%	5.39%	3.21%	3.38%	6.45%
Education	3.38%	3.49%	4.21%	3.48%	3.08%
Finance	5.16%	4.74%	6.14%	3.97%	2.02%
Others	5.74%	4.18%	4.24%	4.88%	2.80%
Travel	2.47%	2.36%	2.86%	2.06%	1.20%

Source: WebEngage (2018)

*Other Browsers: Safari, Yandex, Microsoft Edge, Samsung Internet Browser.

4 CAMPAIGN PERFORMANCE

Web Push Notifications sent via **Journey Campaigns** had better Avg CTR than the ones sent via One-Time Campaigns or Recurring Campaigns.

WEB PUSH NOTIFICATION TRIGGER

AVG CTR

Industry	Journey	One-Time	Recurring
Classified	10.53%	3.65%	8.41%
Ecommerce	11.39%	3.47%	9.29%
Education	8.92%	4.31%	1.82%
Finance	10.11%	4.01%	2.36%
Others	19.74%	8.88%	9.99%
Travel	6.54%	2.16%	3.25%

INDUSTRY

Legend: Journey — One-Time — Recurring

Source: WebEngage (2018)
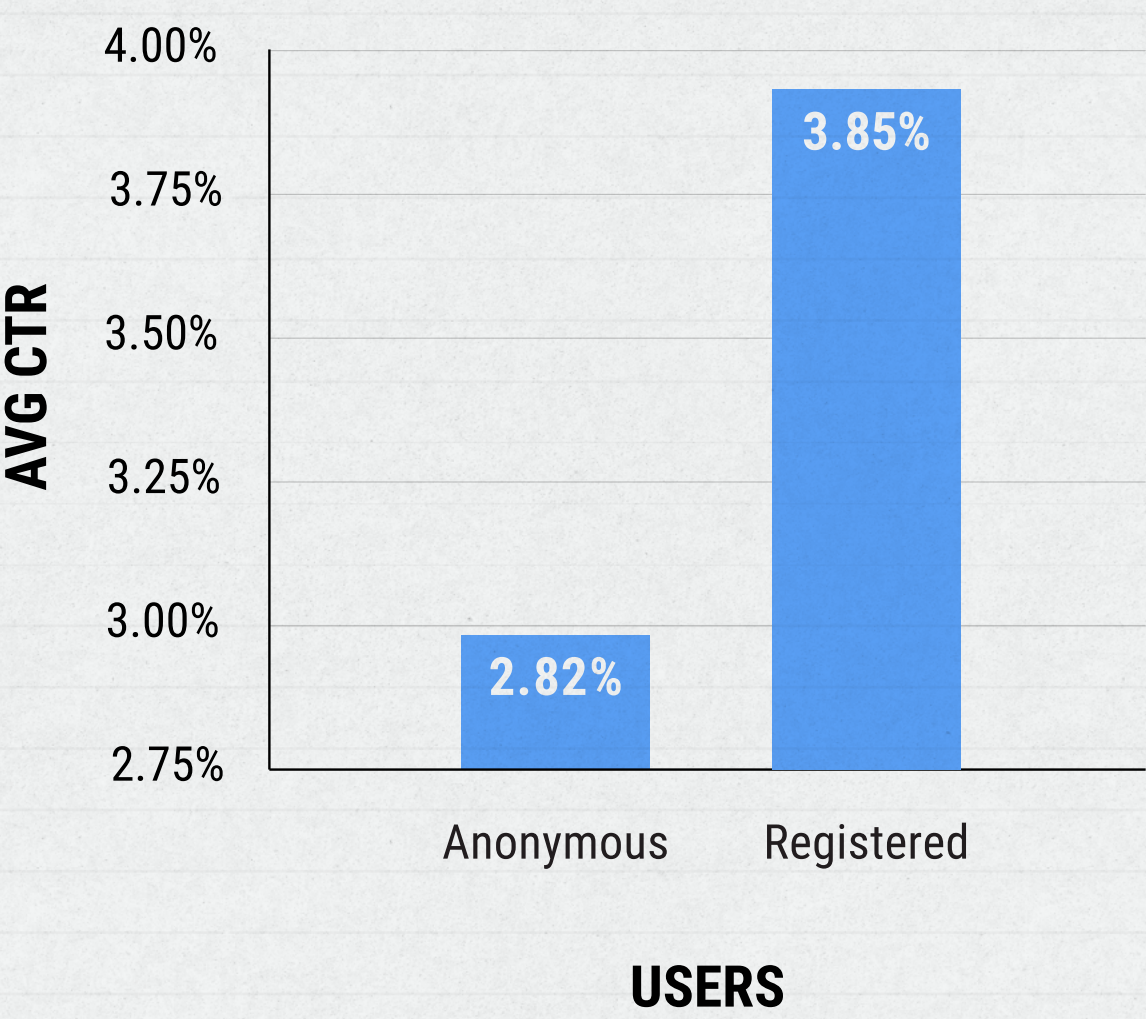
TERMINOLOGY

- **One-Time Campaign:** a stand-alone web push which is sent only once.

- **Recurring Campaign:** a web push which is sent periodically at a scheduled time.

- **Journey Campaign:** campaign or workflow created on WebEngage Journey Designer.

- **WebEngage Journey Designer:** a drag-n-drop multi-channel user engagement workflow builder.

5 USER PERFORMANCE

The average CTR of **Registered Users** was more than the average CTR of Anonymous Users.

AVG CTR OF DIFFERENT TYPE OF USERS

Source: WebEngage (2018)

TERMINOLOGY

- **Anonymous Users:** a user who is unknown to the company. In simple words, his/her name, email id, contact number, etc. is not available with the company.

- **Registered Users:** a user who is known to the company. In simple words, his/her name, email id, contact number, etc. is available with the company.

3. WEB PUSH COPY

IN THIS SECTION

The main purpose of an engagement channel, such as web push notification, is to deliver a message to the target audience without any disruption. By disruptions, we don't mean only technical errors. A dull and irrelevant copy can also be a disruption.

One of the fool-proof ways to keep your users interested and engaged is sending him/her a message they can't ignore. A contextual and compelling copy, supported by personalization elements, can result in higher CTR and an eventual uplift in conversion rate.

Yes! A copy can do wonders. And upcoming stats will back up this statement.
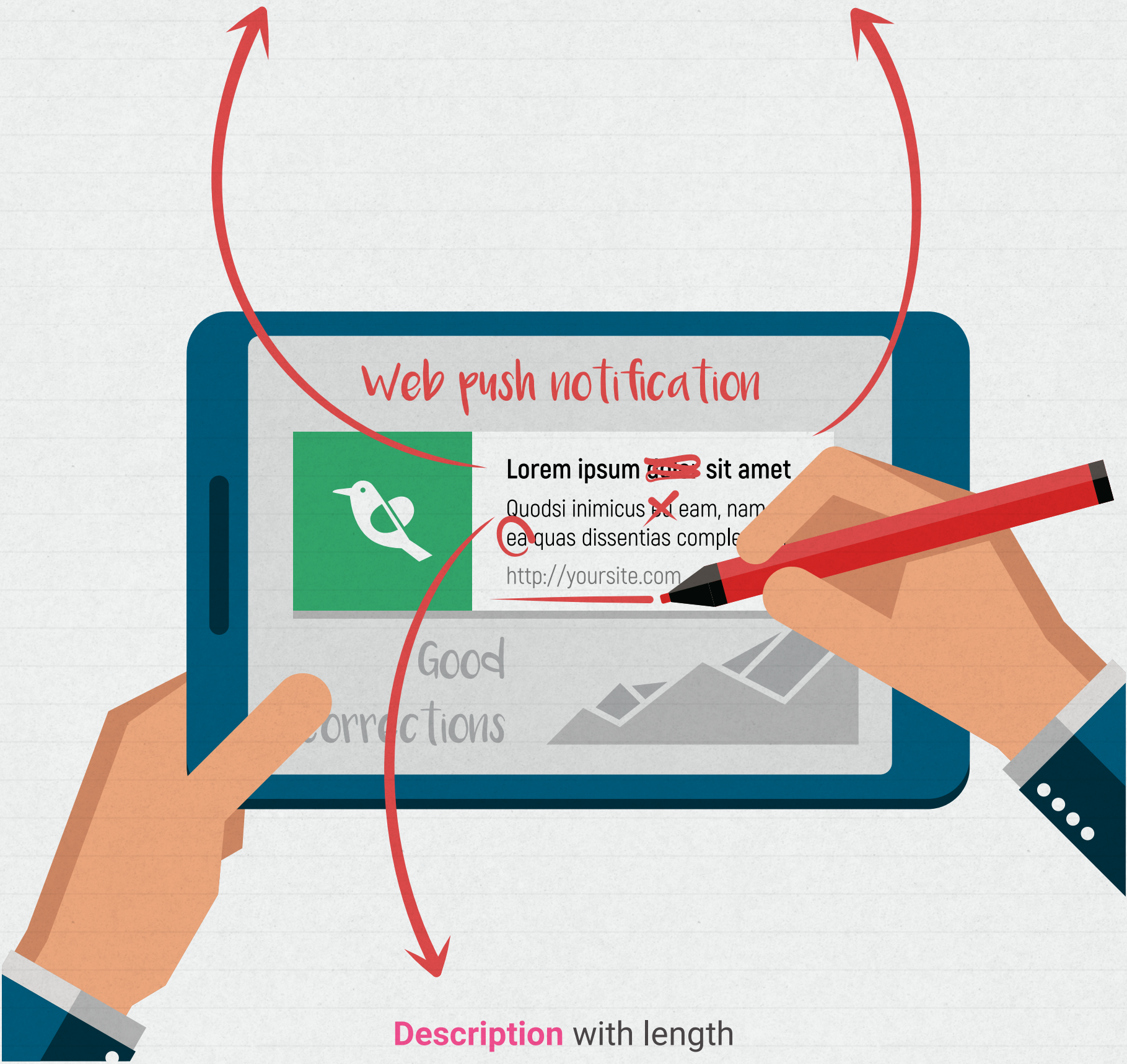
SO, WHICH COPY WOULD YOU CHOOSE?

BLAH COPY	WOW COPY
Long and non-personalized copy, which is forgettable & doesn't invoke any action in the receiver.	Concise and personalized copy, which is catchy & invokes an action in the receiver.
Results in low engagement & poor conversion	Results in high CTR & better conversion
Receiver finds it irrelevant	Receiver finds it contextual
Tone is sales-centric	Tone is customer-centric

1 WORD COUNT PERFORMANCE

Personalized Titles with length between 35 - 45 characters had better CTR.

Non-Personalized Titles with length between 25 - 50 characters had better CTR.

Web push notification

Lorem ipsum ~~dolor~~ sit amet

Quodsi inimicus ~~ad~~ eam, nam ea quas dissentias comple
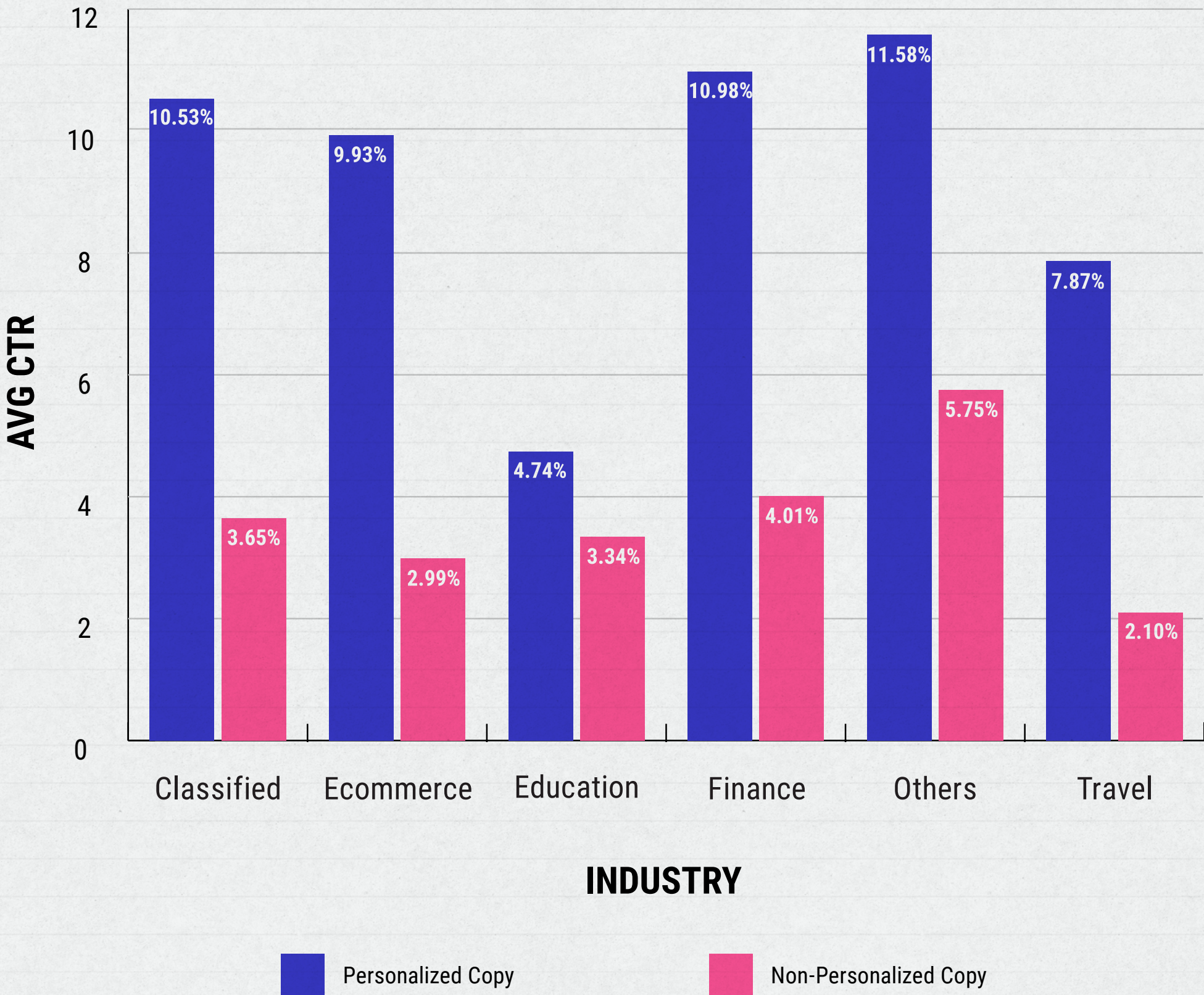
http://yoursite.com

Good corrections

Description with length between 200 - 250 characters have better CTR.

2 TYPE OF COPY PERFORMANCE

The average CTR of web push notifications with **Personalized Copy** (9.48%) was more than the average CTR of the ones with Non-Personalized copy (3.23%).

AVG CTR OF DIFFERENT TYPES OF COPY

Bar chart — AVG CTR (y-axis, 0 to 12) by INDUSTRY (x-axis).

Industry	Personalized Copy	Non-Personalized Copy
Classified	10.53%	3.65%
Ecommerce	9.93%	2.99%
Education	4.74%	3.34%
Finance	10.98%	4.01%
Others	11.58%	5.75%
Travel	7.87%	2.10%

Legend: ■ Personalized Copy   ■ Non-Personalized Copy

Source: WebEngage (2018)

4. WEB PUSH VS OTHER CHANNELS

IN THIS SECTION

Today's Marketers, like yourself, have a number of engagement channels at the tip of their fingers. These channels support messages of all sorts and types: static, dynamic or rich-media. And they fulfill the job of reaching the customers (mostly) without fail.

Each channel is distinct, and has their own set of pros and cons. Sometimes a single channel can do wonders for the campaign. Other times, you will require a combination of engagement channels to meet your end goal of conversion.

In this last section of the ebook, you'll uncover which channel garners the best and worst average CTR for your industry.
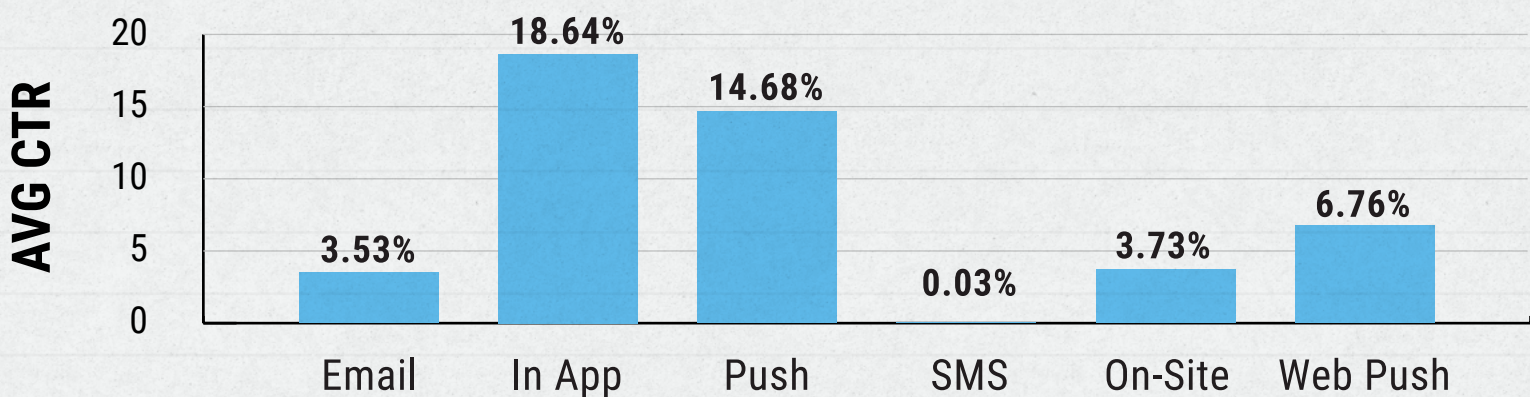
When you select the right channel for the right message to reach out to the right set of audience, you can enjoy:

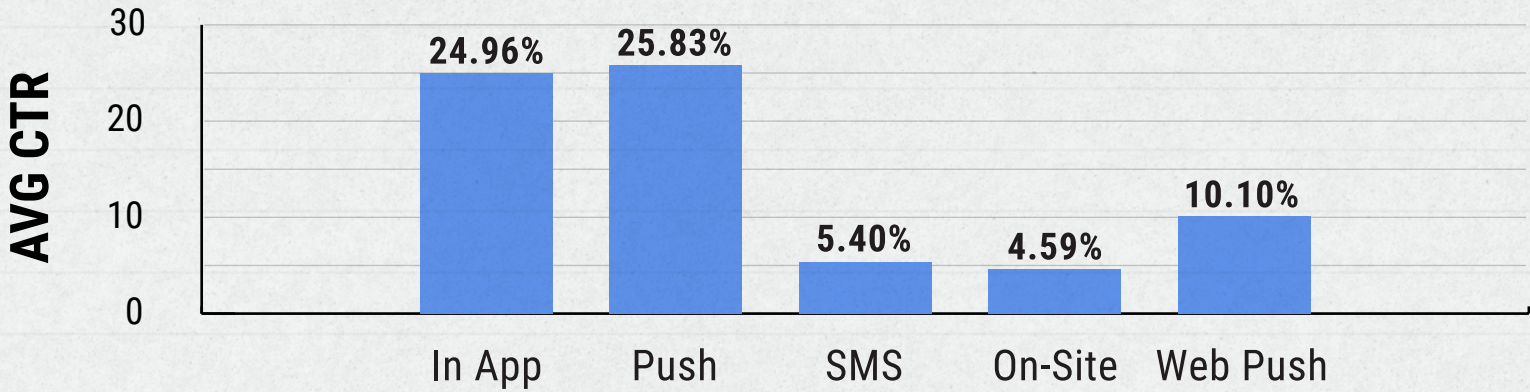| Maximum reachability |
| :---: |
| **High engagement** |
| **Better conversion** |
| **Channel optimization** |
| **Cost management** |

1 CHANNEL PERFORMANCE

Push Notification and **In-App Message** were the top performing engagement channels across the industries.

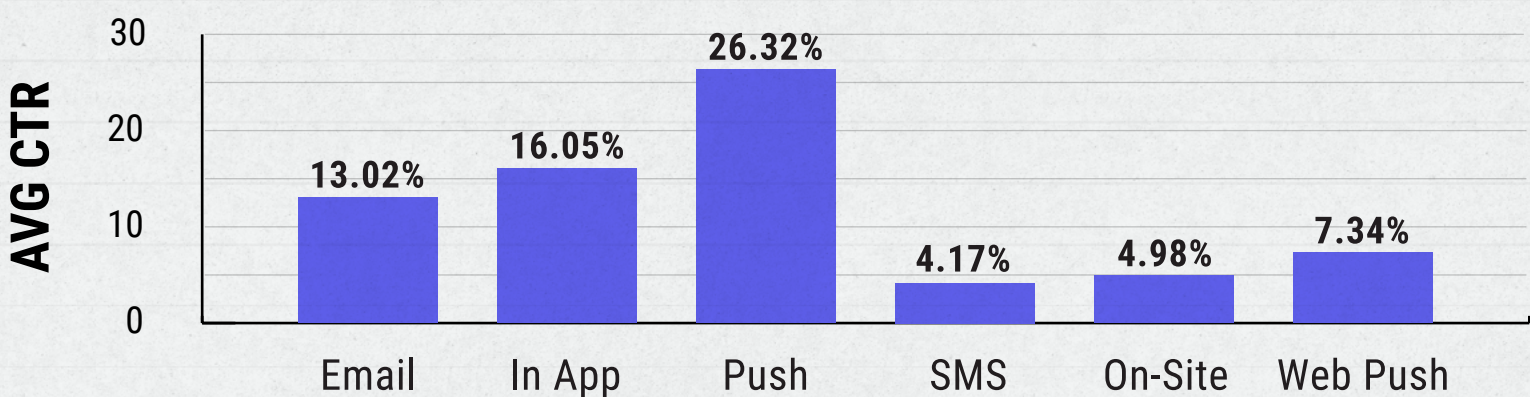## AVERAGE CTR PER ENGAGEMENT CHANNEL FOR CLASSIFIED

Bar chart — AVG CTR vs ENGAGEMENT CHANNEL:
- Email: 3.53%
- In App: 18.64%
- Push: 14.68%
- SMS: 0.03%
- On-Site: 3.73%
- Web Push: 6.76%

Source: WebEngage (2018)

AVERAGE CTR PER ENGAGEMENT CHANNEL FOR ECOMMERCE

Bar chart — AVG CTR vs ENGAGEMENT CHANNEL:
- In App: 24.96%
- Push: 25.83%
- SMS: 5.40%
- On-Site: 4.59%
- Web Push: 10.10%

Source: WebEngage (2018)

AVERAGE CTR PER ENGAGEMENT CHANNEL FOR EDUCATION

Bar chart — AVG CTR vs ENGAGEMENT CHANNEL:
- Email: 13.02%
- In App: 16.05%
- Push: 26.32%
- SMS: 4.17%
- On-Site: 4.98%
- Web Push: 7.34%

Source: WebEngage (2018)

AVERAGE CTR PER ENGAGEMENT CHANNEL FOR FINANCIAL SERVICES

AVG CTR

	Email	In App	Push	SMS	On-Site	Web Push
	19.36%	33.97%	19.48%	2.20%	6.23%	11.97%

ENGAGEMENT CHANNEL
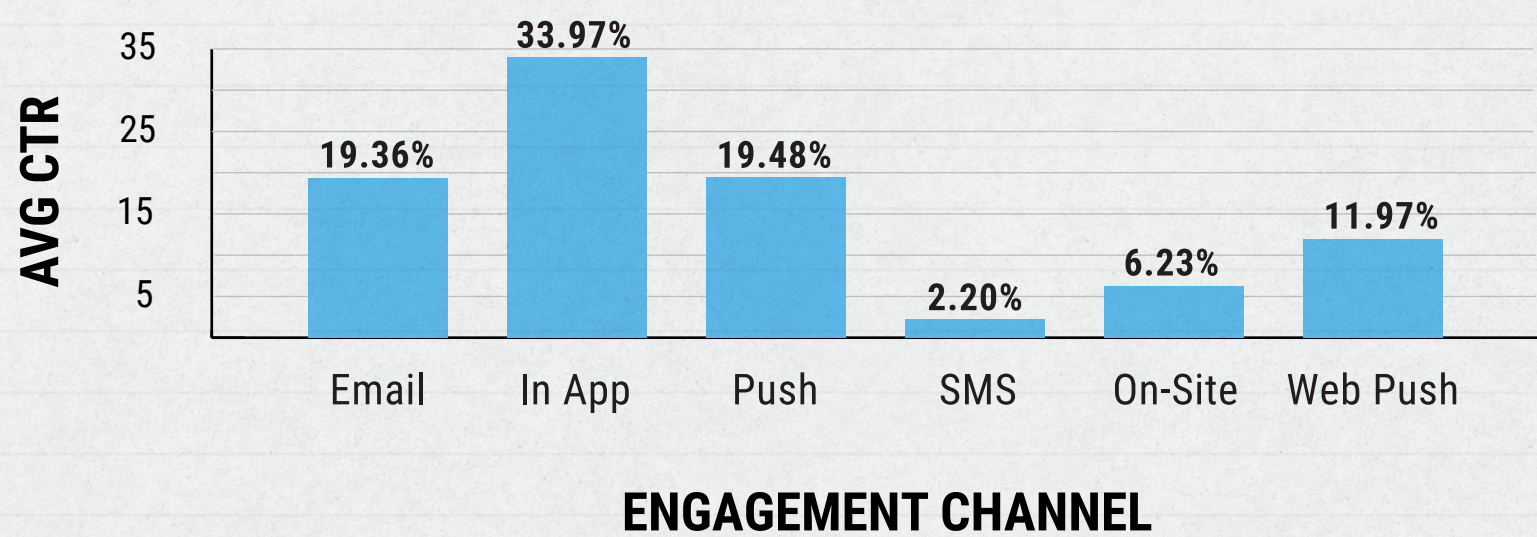
Source: WebEngage (2018)

AVERAGE CTR PER ENGAGEMENT CHANNEL FOR TRAVEL

AVG CTR

	Email	In App	Push	SMS	On-Site	Web Push
	10.76%	18.58%	15.56%	1.78%	2.80%	8.62%

ENGAGEMENT CHANNEL
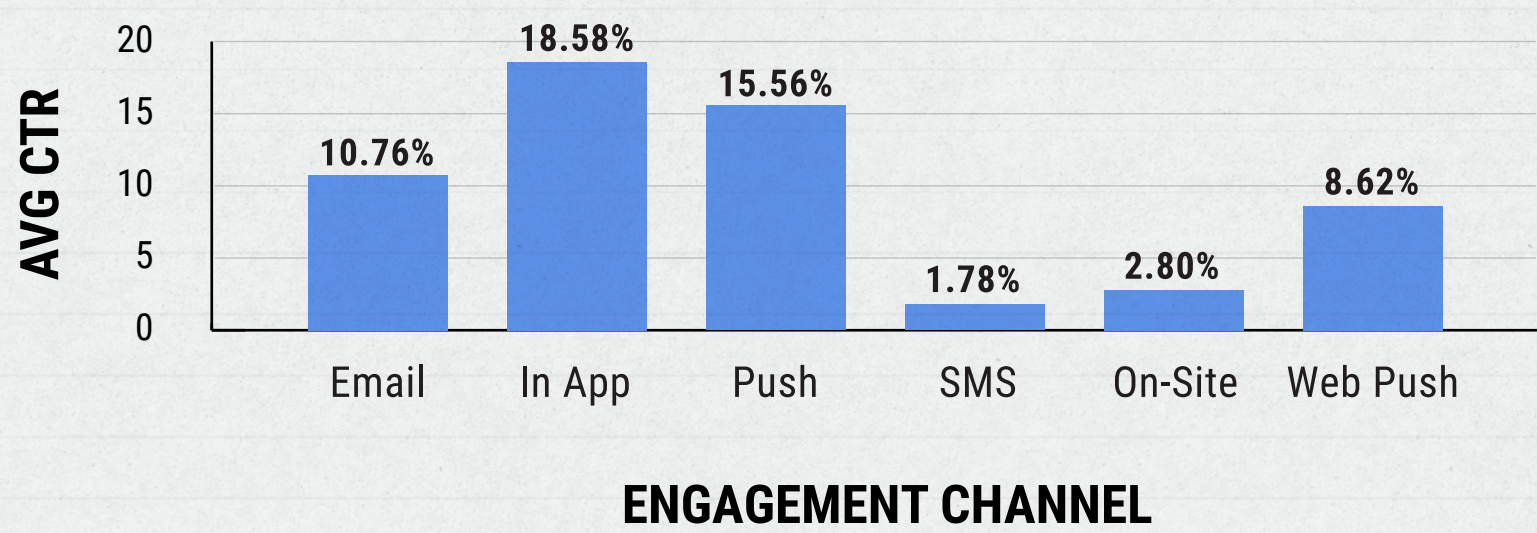
Source: WebEngage (2018)

AVERAGE CTR PER ENGAGEMENT CHANNEL FOR OTHER INDUSTRIES

AVG CTR

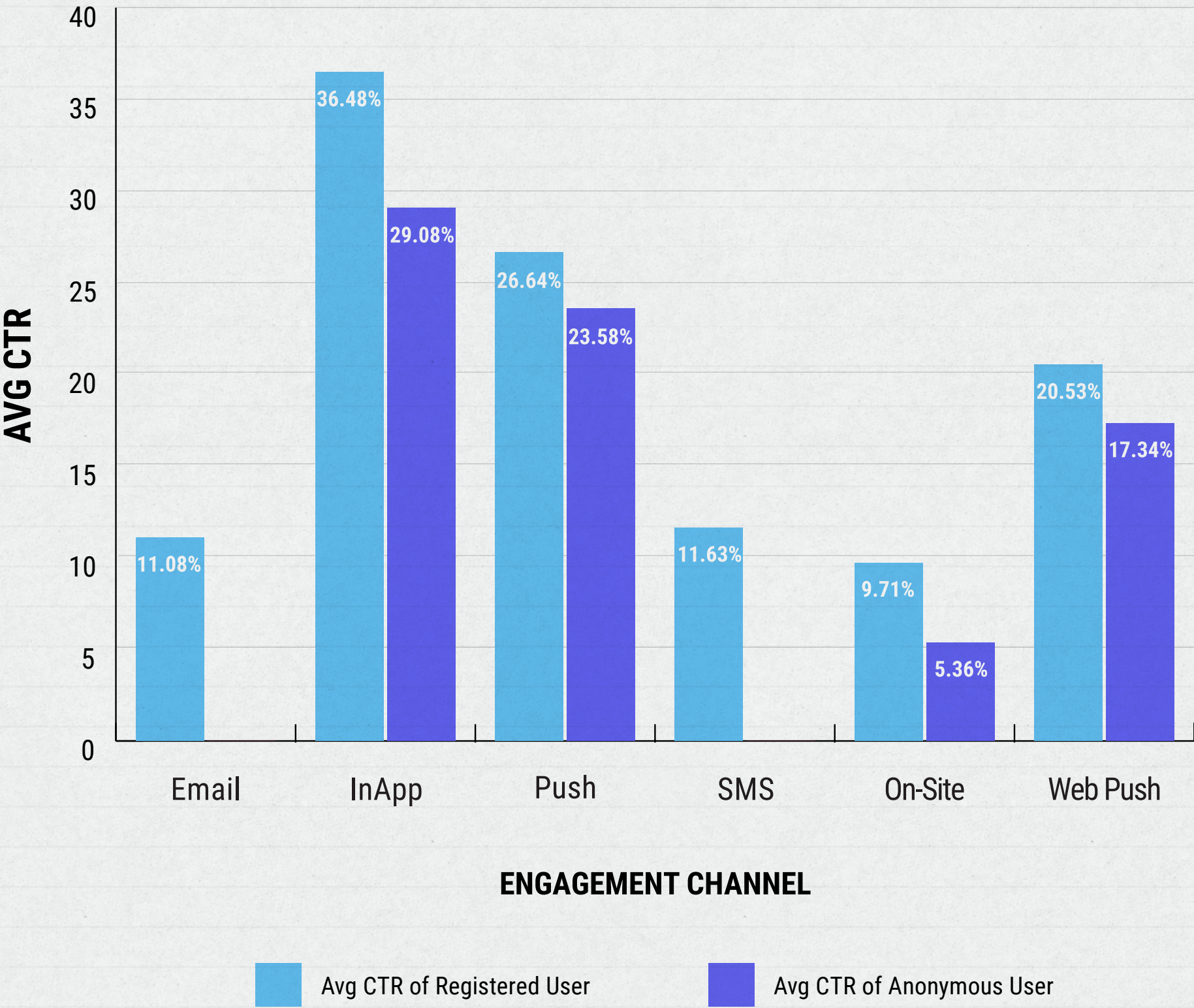|	Email	In App	Push	SMS	On-Site	Web Push
	10.46%	14.86%	18.44%	2.63%	3.62%	13.24%

ENGAGEMENT CHANNEL
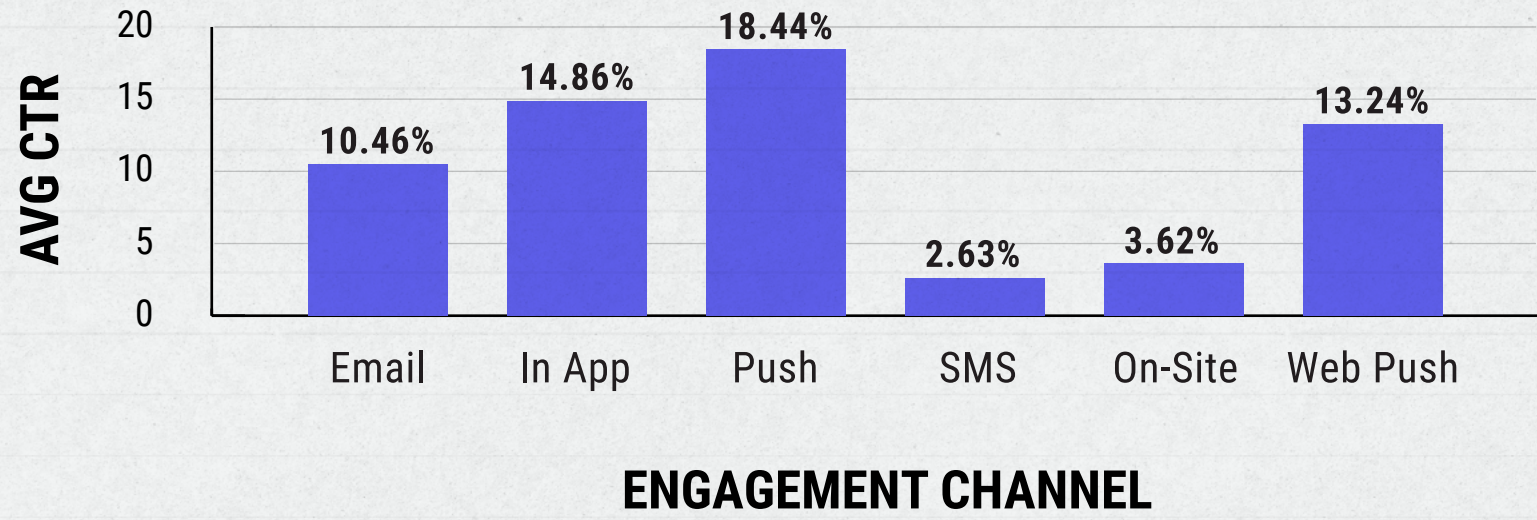
Source: WebEngage (2018)

2 CHANNEL ENGAGEMENT PERFORMANCE

Both Registered and Anonymous Users engaged the most with **In-App Messages** across all industries.

AVG CTR BY USER PER CHANNEL

Bar chart — AVG CTR (y-axis) by ENGAGEMENT CHANNEL (x-axis):

- Email: 11.08% (Registered)
- InApp: 36.48% (Registered), 29.08% (Anonymous)
- Push: 26.64% (Registered), 23.58% (Anonymous)
- SMS: 11.63% (Registered)
- On-Site: 9.71% (Registered), 5.36% (Anonymous)
- Web Push: 20.53% (Registered), 17.34% (Anonymous)

Legend:
- Avg CTR of Registered User
- Avg CTR of Anonymous User

Source: WebEngage (2018)

IN A NUTSHELL

An Insider's Report on Web Push Notification (WebEngage, 2018) is a comprehensive research which reveals key data points on web push opt-in, engagement, copy, and positioning against other engagement channels. Through this report, we wanted to accentuate the untapped potential of the web push. And we did that by examining billions of web push notifications sent by +200 online businesses spread across +6 industries. Here's what we found out.

KEY TAKEAWAYS
Users are more receptive to single opt-in prompts on mobile. On desktop, they are inclined to opt-in more on Chrome than on any other browser.
A personalized web push that was triggered at the right time via WebEngage Journey Designer garnered maximum engagement.
After In-App Message and Mobile Push Notification, web push was the preferred engagement channel.

Now that we've equipped you with all the key data points and necessary stats, it's time for you to become the Web Push Wizard of your team. Want to ensure 100% success in this endeavour? Use WebEngage. We can help you launch and automate a personalized, real-time web push campaign without breaking into a sweat.

CLICK HERE TO KNOW MORE ABOUT OUR WEB PUSH SERVICES

May the odds be in your favour!

WebEngage

WebEngage

WebEngage is a full stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

44,000+ online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY

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